

OPEN FRAME SHELF ASSEMBLY

ABSTRACT OF THE DISCLOSURE

5 An open frame display shelf assembly formed of elongate parallel base rods to which are connected an array of rod beams arranged transversely to the base rods and bent upwardly to support forward and rearward wall-forming rods. The wall-forming rods are arranged to provide receptor gaps. The shelves are supported from cantilevered sidewalls also containing receptor gaps. A bracket assembly with two adjusting components and three triangularly oriented connectors permit attitude adjustments of the shelf. A sign mount at the forward walls of the shelving is tiltable to accommodate the attitude of the shelf assembly. Sign support assemblies, carrying product identifying visual patterns may be pivotally mounted from the forward edge of forward region of one shelf to freely abutably rest upon the forward wall of the next lower adjacent shelf. To access the product, the customer pivotally lifts the sign support.

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